

Montgomery County Road Runners Club (MCRRC) Strategic Direction

Mission Statement

MCRRC is the leading authority on running events and programs in Montgomery County, Maryland and strives to meet the needs of individual runners and community organizations engaged in running and fitness activities.

Vision Statement

We will be recognized nationally as an exemplary organization through our leadership, policies and offerings. We will elevate the reputation of running as a sport by fostering a positive profile of runners and demonstrating excellence in our interactions with others. We will continue to promote the long-term stability of running as a sport and an affordable form of exercise.

Strategic Goals

In order to achieve this vision, the Montgomery County Road Runners Club will:

Goal 1: Plan for the future by retaining existing members and attracting new members.

Goal 2: Host and support high-quality, inclusive running events and programs.

Goal 3: Promote responsible outdoor recreation by working with local authorities and other running clubs to exhibit good stewardship of our trails, paths and parks.

Goal 4: Foster a safe place for our members and participants, regardless of their race, color, religion, national origin, sexual orientation, gender identity and expression - in our programs, activities and volunteer efforts.

Goal 5: Cultivate a positive profile by partnering with community organizations, local businesses and other fitness-based organizations.

Goal 6: Support running programs that encourage the participation of youth.

Goal 7: Have a national presence through involvement with RRCA and other fitness-based organizations.

Guiding Principles

In order to accomplish these strategic goals, the MCRRC Board will:

Guiding Principal 1: Promote financial stability and allow for the management of programs and services to meet the needs of our membership.

Guiding Principal 2: Engage in organizational governance and management, including risk management, succession planning, and organizational assessments.